AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

The Claims

1-12. (Canceled).

13. **(Currently Amended)** A method for time-shifting at least one of a plurality of received cohesive signal sets, comprising:

receiving a first cohesive signal set comprising a cache marker at a first time;

based on the presence of the cache marker, automatically storing said first cohesive signal set in a computer readable storage medium;

receiving a second cohesive signal set comprising a recall marker at a second time; and

in response to a user request for the second cohesive signal set, ~~using~~ matching the recall marker to ~~identify~~ the cache marker of the first cohesive signal set and outputting the requested second cohesive signal set and the first cohesive signal set in a timed relation relative to one another that differs from a timed relation in which they were received, wherein the output timed relation is determined by the recall marker.

14. (Original) The method of claim 13 wherein said received timed relation is at least two orders of magnitude greater than said output timed relation.

15. **(Currently Amended)** The method of claim 13 wherein said first cohesive signal set and said second cohesive signal set are received over different channels.

16. (Original) The method of claim 13 wherein outputting said portion comprises outputting said portion as received without storing said portion.

17. **(Currently Amended)** The method of claim 13 wherein ~~each of~~ matching the recall marker to said cache marker ~~and recall marker further~~ comprises matching a sponsor identifier~~, and using the recall marker to identify the first cohesive signal set comprising the cache marker includes matching said sponsor identifier~~.

18. **(Currently Amended)** The method of claim 13 wherein said cache marker further comprises a priority code that directs said CPU to store said first cohesive signal set and delete another cohesive signal set bearing a similar cache marker comprising a lower priority code.

19-20. (Canceled).

21. **(Currently Amended)** A method of sequencing at least two disparate cohesive signal sets comprising:

transmitting a first cohesive signal set at a first time, said first cohesive signal set including an electronic cache marker and an electronic instruction to ~~the~~ a local storage cache to retain said first cohesive signal set in a local cache;

transmitting a second cohesive signal set at a second time, said second cohesive signal set including an electronic recall marker that uniquely identifies the cache marker of the first cohesive signal set and that directs a receiver to sequence said first cohesive signal set with said second cohesive signal set when said second signal cohesive set is output from the receiver.

22. (Original) The method of claim 21 wherein transmitting is over a wireless link.

23. (Original) The method of claim 22 wherein said transmitting is over a cable link.

24. **(New)** The method of claim 13, wherein the cache marker uniquely identifies the first cohesive signal set of which it comprises and the recall marker uniquely matches the cache marker.

25. **(New)** The method of claim 13, wherein the first cohesive signal set comprising a commercial advertisement.

26. **(New)** The method of claim 13, wherein the cache marker comprises a product

classification; the recall marker comprises a product classification; and matching the recall marker to said cache marker comprises matching the product classification.

27. (**New**) The method of claim 13, wherein the first cohesive signal set further comprises a priority code, and wherein storing further comprises removing another cohesive signal set with a lower priority code from the computer readable storage medium.

28. (**New**) The method of claim 27, wherein the priority code is a date/time stamp.